UNITED STATES DISTRICT COURT DISCTRICT OF DELAWARE

IN RE GOOGLE INC. COOKIE)	Case No. 12-MD-2358 (SLR)
PLACEMENT CONSUMER PRIVACY)	
LITIGATION)	
)	

DECLARATION OF STEPHEN J. CIRAMI REGARDING SETTLEMENT ADMINISTRATION

I, STEPHEN J. CIRAMI, declare as follows:

INTRODUCTION

- 1. I am the Executive Vice President and Chief Operating Officer of the Garden City Group, LLC ("GCG"). Over the past 13 years at GCG, I have handled a wide range of historic complex legal administrations, including mass tort settlements, human rights administrations, product liability settlements, antitrust matters, DOJ disgorgements, SEC Fair Funds, and ERISA, wage and hour, and insurance-related matters. I have particular expertise identifying solutions for cases involving high volume and inaccurate or dated data, and those requiring specialized class member identification demands.
- 2. The following statements are based on my personal knowledge and information provided by other GCG employees working under my supervision, and if called on to do so, I could and would testify competently about these issues.
- 3. GCG was retained as the Settlement Administrator pursuant to Section 2.29 of the Settlement Agreement and Release (the "Agreement")¹, which the Court preliminarily approved in its Order Granting Motion for Preliminary Approval of Class Action Settlement dated August 31, 2016 ("Preliminary Approval Order").

¹ Unless otherwise defined herein, all capitalized terms shall have the same meaning as set forth in the Agreement.

4. I submit this Declaration in order to advise the Parties and the Court as to compliance with the notice procedures as set forth in the Agreement and Preliminary Approval Order.

CAFA NOTICE

5. Pursuant to Section 7.4 of the Agreement, notice of the proposed settlement pursuant to the Class Action Fairness Act 28 U.S.C. §1715(b) ("CAFA Notice") was to be sent within ten days of the Preliminary Approval Motion. On September 8, 2016, GCG served CAFA Notice and an accompanying CD containing the documents specified by 28 U.S.C. §1715(b)(1)-(8) to the Attorney General of the United States and to the state Attorney Generals identified in the Service List for the CAFA Notice. Attached hereto as **Exhibit A** is a copy of the CAFA Notice cover letter and Service List. GCG sent the CAFA Notice cover letter and accompanying CD by Federal Express overnight delivery service and confirmed delivery for each addressee. The delivery confirmation sheet is attached hereto as **Exhibit B**.

ONLINE PUBLICATION NOTICE

- 6. Pursuant to paragraph 7 of the Preliminary Approval Order, GCG designed and conducted a nationwide publication website-based notice program using banner notices targeted to Apple Safari and Microsoft Internet Explorer web browser users in English and Spanish with a link to the Long-Form Notice. For a period of (6) six weeks, beginning on September 12, 2016, and continuing until October 24, 2016, the notice of the proposed settlement was disseminated to potential members of the Class via online advertisements on the Audience Network and Pulpo Media networks, as well as through targeted social media advertising on Facebook. A total of 275,361,445 impressions were served by the banner advertisements during this time period. Screenshots of the banner advertisements as they appeared are attached hereto as **Exhibit C**.
- 7. The Audience Network covers over 84% of the total U.S. internet population including websites from comScore's top 1,000 websites ranked by page views/traffic. Advertising has the opportunity to run on over 3 million websites including AOL.com, ABCFamily.go.com, CafeMom.com, FoodNetwork.com, MSN.com, WSJ.com, Weather.com, People.com, BHG.com, Pandora.com, ABCNews.go.com, AllYou.com, Prevention.com and Shape.com, among others.
- 8. Pulpo Media is a bi-language network including thousands of Spanish language websites. Pulpo Media is ranked by comScore Media Metrix as #1 in Hispanic Reach based on its Hispanic Ad Focus (#1 Spanish Dominant, Bilingual, and English dominant

Hispanics respectively). Ads may appear on such sites as Espanol. Weather.com, Hoy.es, and Univision.com, among others.

9. Facebook is the number one social networking site on the web with over 1.55 billion monthly active users worldwide and over 1 billion people logging in daily.

PRINT PUBLICATION NOTICE

10. Pursuant to paragraph 7 of the Preliminary Approval Order, GCG published the Summary Notice in the October 17, 2016 issue of *People* Magazine, appearing on page 57. *People* is a national weekly magazine with broad circulation of 3.5 million and a readership of over 42 million. The Summary Notice contained the material terms of the Settlement to potential Class Members, including the relief provided under the Settlement, the date, time, and place of the fairness hearing, the procedures and deadlines for opting-out of the Settlement or submitting objections to the Settlement, and an explanation that Class Members would be bound by any final judgement in this case if they did not opt-out of the Settlement. A copy the *People* Magazine cover and the Summary Notice included therein are attached hereto as **Exhibit D**.

SETTLEMENT WEBSITE

11. Pursuant to paragraph 7 of the Preliminary Approval Order, GCG designed and made public on September 12, 2016, a Settlement Website, http://cases.gcginc.com/ggl, which contained the Long-Form Notice. The Long-Form Notice contained the material terms of the Settlement to potential Class Members, including the relief provided under the Settlement, the date, time, and place of the fairness hearing, the procedures and deadlines for opting-out of the Settlement or submitting objections to the Settlement, and an explanation that Class Members would be bound by any final judgement in this case if they did not opt-out of the Settlement. A copy of the Long-Form Notice is attached hereto as **Exhibit E**. Through this Settlement Website, Class Members were also able to download the Request For Exclusion Form, attached hereto as **Exhibit F**. As of December 4, 2016, the Settlement Website has received 44,415 visits.

EXCLUSIONS

12. Pursuant to Sections 8.1-8.3 of the Agreement, any Class Member may have sought to be excluded from the Settlement by submitting to the Settlement Administrator the Request for Exclusion Form, (see Exhibit F), postmarked by November 27, 2016. As of December 4, 2016, GCG has received 50 timely requests for exclusion and 1 (one) untimely

request. A list of all persons who have submitted a request for exclusion is attached hereto as **Exhibit G**.

OBJECTIONS

13. Pursuant to Sections 9.1-9.4 of the Agreement, any Class Member who wishes to object to the Settlement has to file their reasons for objecting with the Clerk of the Court, Counsel, and the Settlement Administrator on or before December 21, 2016. Any objection must state the Class Member's full name, address, telephone number, information demonstrating that the Class Member is entitled to be included as a member of the Class, and reasons for his or her objection. As of December 4, 2016, GCG has not received any objections.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

Executed this 5th day of December, 2016 in New York, New York.

STEPMEN J. CIRAMI

EXHIBIT A



888-404-8013 | gardencitygroup.com 1531 Utah Avenue S., Suite 600, Seattle, WA 98134

September 8, 2016.

VIA FEDERAL EXPRESS

United States Attorney General And State Officials Identified in the Attached Exhibit A

Re: CAFA Notice of Proposed Class Action Settlement

In re Google Inc. Cookie Placement Consumer Privacy Litigation Case No. 12-md-2358 (SLR)

Dear Sir or Madam:

In compliance with the Class Action Fairness Act of 2005 ("CAFA"), 28 U.S.C. § 1715, the Garden City Group, LLC ("GCG") on behalf of Defendant Google Inc., provides this notice relating to the proposed settlement of the lawsuit entitled *In re Google Inc. Cookie Placement Consumer Privacy Litigation*, United States District Court for the District of Delaware, Case No. 12-MD-2358 (SLR).

On August 29, 2016, the Plaintiff's Motion for Preliminary Approval of Class Action Settlement; Brief in Support was filed with the Court. The Court issued its Order Granting Motion for Preliminary Approval of Class Action Settlement on August 31, 2016. The Final Approval Hearing is currently scheduled for January 11, 2017 at 1:00 p.m.

In accordance with CAFA, please find enclosed a CD containing copies of the following documents:

- 1. Consolidated Class Action Complaint (Docket 46);
- 2. Defendant Google Inc.'s Answer to the Consolidated Amended Complaint (Docket 154);
- 3. Consolidated Amended Class Action Complaint (Docket 162);
- 4. Plaintiff's Motion for Preliminary Approval of Class Action Settlement; Brief in Support (Docket 163);
 - a. Declaration of Brian R. Strange in Support of Motion for Preliminary Approval of Class Action Settlement (Docket 163-1) including Exhibits;



- b. Declaration of Stephen G. Grygiel in Support of Motion for Preliminary Approval of Class Action Settlement (Docket 163-2);
- c. Declaration of James P. Frickleton in Support of Motion for Preliminary Approval of Class Action Settlement (163-3);
- d. Declaration of Stephen J. Cirami Regarding Notice and Settlement Administration (Docket 163-4);
- e. [Proposed] Order Granting Preliminary Approval of Class Action Settlement (Docket 163-5);
- 5. Order Granting Preliminary Approval of Class Action Settlement (Docket 164)

These documents are also available online via the federal Public Access to Court Electronic Records ("PACER") system, available at http://www.pacer.gov/.

It is not feasible at this time to provide the names of class members who reside in each State or a reasonably accurate estimate of the proportionate share of the claims of such members to the entire settlement. A settlement class member is anyone in the United States of America who used the Apple Safari or Microsoft Internet Explorer web browsers and who visited a website from which Doubleclick.net (Google's advertising serving service) cookies were placed by the means alleged in the Complaint.

Defendant is represented by Michael H. Rubin and Anthony J Weibell of Wilson Sonsini Goodrich & Rosati. Please feel free to contact Mr. Rubin or Mr. Weibell directly at Wilson Sonsini Goodrich & Rosati, 650 Page Mill Road, Palo Alto, CA 94304 with any questions.

Best regards,

Robert Jindra Assistant Director, Operations GCG 1531 Utah Ave South, Suite 600 Seattle, WA 98134 1-888-404-8013

Enclosures

cc: Counsel for Defendants Class Counsel US Attorney General US Department of Justice 950 Pennsylvania Ave NW Washington, DC 20530 Attorney General for Alaska 1031 W. 4th Avenue Suite 200 Anchorage, AK 99501

Attorney General for Alabama 501 Washington Avenue Montgomery, AL 36104 Attorney General for Arkansas 323 Center St., Suite 200 Little Rock, AR 72201

Attorney General for Arizona 1275 W. Washington St. Phoenix, AZ 85007

CAFA Coordinator
Office of the Attorney General
Consumer Law Section
455 Golden Gate Ave., Suite 11000
San Francisco, CA 94102

Attorney General for Colorado Ralph L. Carr Judicial Building 1300 Broadway, 10th Fl Denver, CO 80203 Attorney General for Connecticut 55 Elm St. Hartford, CT 06106

Attorney General for DC One Judiciary Square 441 4th St. NW Washington, DC 20001 Attorney General for Delaware Carvel State Office Bldg. 820 N. French St. Wilmington, DE 19801

Attorney General for Florida The Capitol PL-01 Tallahassee, FL 32399 Attorney General for Georgia 40 Capitol Square SW Atlanta, GA 30334

Attorney General for Hawaii 425 Queen St. Honolulu, HI 96813 Attorney General for Iowa 1305 E Walnut St Hoover State Office Building Des Moines, IA 50319 Attorney General for Idaho 700 W. Jefferson St. Suite 210 Boise, ID 83720 Attorney General for Illinois 500 South Second Street Springfield, IL 62706

Attorney General for Indiana Indiana Government Center South 302 W. Washington St, 5th Floor Indianapolis, IN 46204 Attorney General for Kansas 120 SW 10th Ave., 2nd Fl. Topeka, KS 66612

Attorney General for Kentucky 700 Capitol Avenue Suite 118 Frankfort, KY 40601 Attorney General for Louisiana 1885 North 3rd St., 6th Floor Baton Rouge, LA 70802

Office of Massachusetts
Attorney General
ATTN: CAFA Coordinator
1 Ashburton Pl.
Boston, MA 02108

Attorney General for Maryland 200 St. Paul Pl. Baltimore, MD 21202

Attorney General for Maine 6 State House Station Augusta, ME 04333

Attorney General for Michigan G. Mennen Williams Bldg., 7th Fl. 525 W. Ottawa St. Lansing, MI 48909

Attorney General for Minnesota 1400 Bremer Tower 445 Minnesota St. St. Paul, MN 55101 Attorney General for Missouri Supreme Court Building 207 W High St. Jefferson City, MO 65101

Attorney General for Mississippi Walter Sillers Bldg. 550 High St., Ste. 1200 Jackson, MS 39201 Attorney General for Montana Justice Building, 3rd Fl. 215 North Sanders Helena, MT 59601 Attorney General for North Carolina 114 West Edenton Street Raleigh, NC 27603 Attorney General for North Dakota State Capitol 600 E. Blvd. Ave., Dept. 125 Bismarck, ND 58505

Attorney General for Nebraska 2115 State Capitol Lincoln, NE 68509 Attorney General for New Hampshire 33 Capitol St. Concord, NH 03301

Attorney General for New Jersey HJC, 8th Floor, West Wing 25 Market Street Trenton, NJ 08625 Attorney General for New Mexico 408 Galisteo St. Villagra Bldg. Santa Fe, NM 87501

Attorney General for Nevada 100 N. Carson St. Carson City, NV 89701 Attorney General for New York The Capitol Albany, NY 12224

Attorney General for Ohio 30 E. Broad St., 14th Floor Columbus, OH 43215 Attorney General for Oklahoma 313 NE 21st St. Oklahoma City, OK 73105

Attorney General for Oregon Oregon Department of Justice 1162 Court St. NE Salem, OR 97301 Attorney General for Pennsylvania 16th Floor, Strawberry Square Harrisburg, PA 17120

Attorney General for Rhode Island 150 S. Main St. Providence, RI 02903 Attorney General for South Carolina Rembert Dennis Bldg 1000 Assembly St., Room 519 Columbia, SC 29201 Attorney General for South Dakota 1302 E. Hwy. 14, Suite 1 Pierre, SD 57501 Attorney General for Tennessee Cordell Hull Building, Ground Floor 425 5th Ave. N. Nashville, TN 37243

Attorney General for Texas 300 W. 15th St. Austin, TX 78701 Attorney General for Utah Utah State Capitol Complex 350 N. State St., Suite 230 Salt Lake City, UT 84114

Attorney General for Virginia 202 North Ninth St Richmond, VA 23219 Attorney General for Vermont 109 State St. Montpelier, VT 05609

Attorney General for Washington 1125 Washington St. SE Olympia, WA 98504 Attorney General for Wisconsin 114 East State Capitol Madison, WI 53702

Attorney General for West Virginia State Capitol Complex Bldg. 1, Room E-26 Charleston, WV 25305 Attorney General for Wyoming 2424 Pioneer Ave 3rd FL Pioneer Building Cheyenne, WY 82002

Attorney General for American Samoa American Samoa Gov't. A.P. Lutali Executive Office Bldg Pago Pago, AS 96799 Attorney General for Guam 590 S.Marine Corps Drive ITC Bldg., Suite 706 Tamuning, GU 96913

Attorney General for the Northern Mariana Islands Admin Bldg, PO Box 10007 Saipan, MP 96950 Edificio Principal del Depto. De Justicia Piso 11, 601 Calle Olimpo Esquina Axtmayer, Parada 11 San Juan, PR 00907 Acting Attorney General for Virgin Islands 34-38 Kronprindsens Gade GERS Bldg, 2nd Fl St. Thomas, VI 00802 Acting Attorney General for Palau PO Box 1365 Koror, PW 96940

Secretary, Dept. of Justice for the Federated States of Micronesia PO Box PS 105, Palikir Pohnpei, FM 96941 Attorney General for the Republic of the Marshall Islands PO Box 890 Majuro, MH 96960

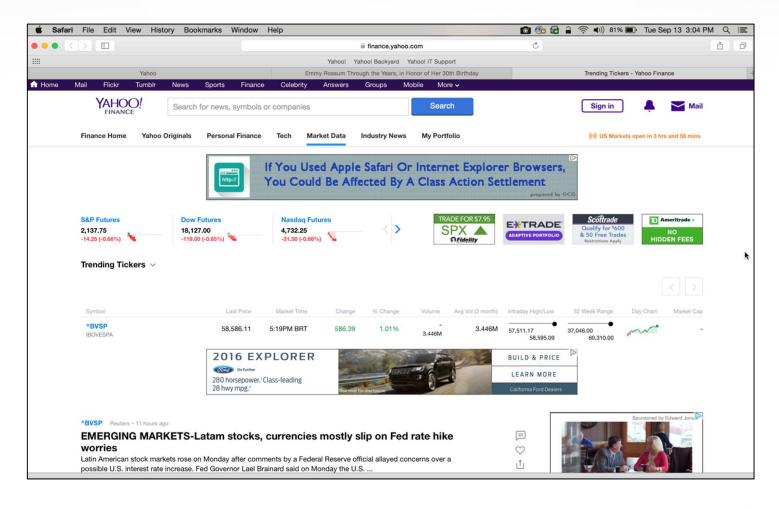
EXHIBIT B

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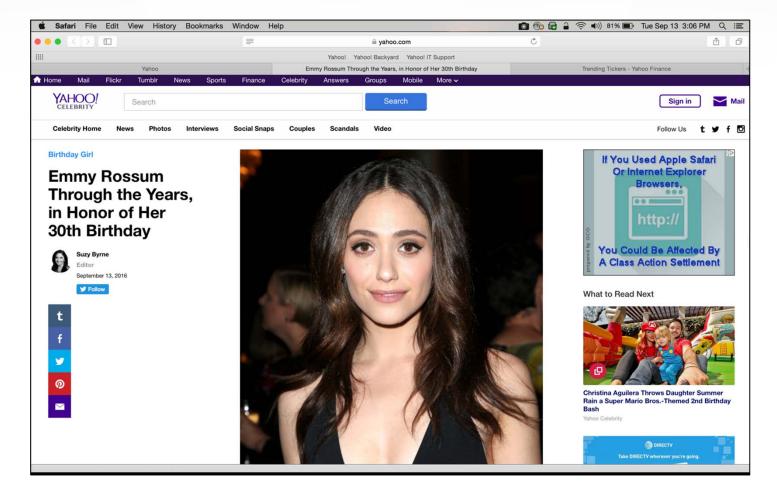
EXHIBIT C

Yahoo Ad Network / A18+ / 728x90

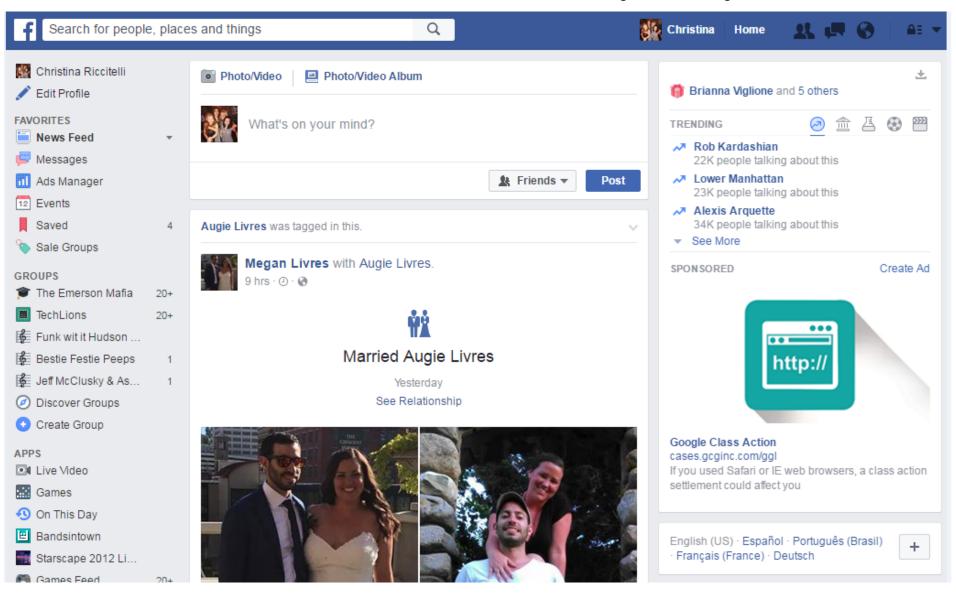




Yahoo Ad Network / A18+ / 300x250









PULPO MEDIA DISPLAY

Placement: Desktop Banner Size: 728x90

ScreenShot URL: https://www.terra.com/

ScreenShot date: 9/12/2016







PULPO MEDIA DISPLAY

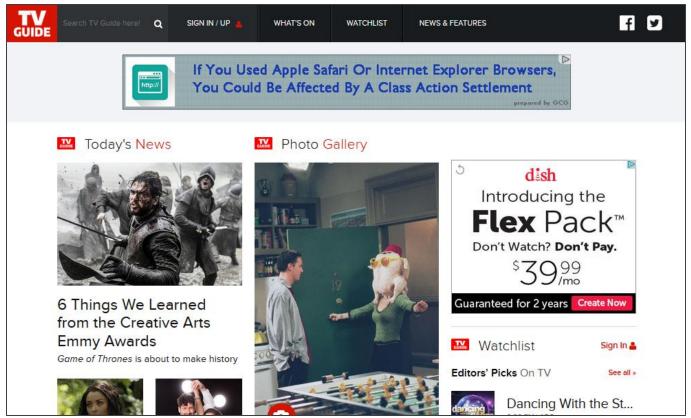
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ScreenShot date: 09/12/2016



DESKTOP 728X90



DESKTOP 300X250

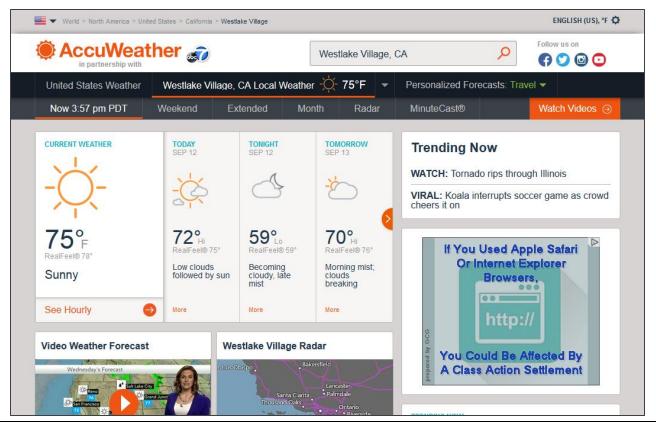


EXHIBIT D

The Garden City Group Legal Notice – PEOPLE's 10/17 Issue



United States Postal Service 2016 Statement of Ownership, Management and Circulation

- Publication Title: PEOPLE
 Publication Number: 0006-11
 Filing date: October 1, 2016
- Annualry: 52
 6. Amual Subscription Price: \$116.07
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 Office of Publication: 225 Liberty St.
- New York, NY, 10281-1008
 8. Complete Mailing Address of Headquarters or General Business Office of Publisher: 225 Liberty St., New York.
- Owner: The owner is Time Inc., 225 Liberty St., New York, NY, 10281-1008
 Known Bondholders, Mortgages, and Other Security Holden Owning or Holding I pescent or more of Total amount of Bonds, Mortgages, or Securities:

To the best knowledge of Time Inc., the names and addresses of stockholders beneficially owning I peaced or more of the common stock of Time Inc. as of June 30, 2016 (according to 13F filings with the U.S. Securibes and Exchange Commission), are as follows:

Find Advisors 400 House of S. Sen Trans-Conc. Lathron 540 John 2012. The Vargous Co. Calculation 540 John 2012. The Vargous Co. Calculation 540 John 2012. The Vargous Co. Personnel Find St. Sen Trans-Conc. The Co. Calculation of the Calculation o

- Not Applicable
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 Is. Issue Date for Circulation Data
 Bélon: Soprember 12, 2016
 S. Entent and Nature of Circulation:
 Average No. Cognise Bach Issue During
 Proceeding 12 Months
 S. Total number of copies: 4,704,895
 Bell disculation
 Pald disculation
- John Frammer or copies: 4,704,81
 Paid circulation
 Mailed Outside-County Pak
 Subscriptions Stated on
 PS Form 3541: 2,742,128

- Mailed In-County Paid Schucify tions Stated on PS Form/354%.
 Paid Distribution Countie the Mails Including Sales are supplied.
- USPS: 627,771

 4. Paid Distribution by Other Classes of Mail Through the
- USPS: 0 c. Total Paid Distribution: 3,369,899 d. Free or Nominal Rate Distribution:
- PS Form 3541: 222,214
 2. Free or Nominal Rate I , n-County Copies included on
- Mailed at Other Classes Through the USPS: 0 4. Free or Nominal Rate Distribu-
- Total Free or Nominal rate
 Distribution: 231,625
 Total Otenbution: 3,601,524
 Copies not Distributed: 1,103,371
 Total A 274,995

h. Total: 4,704,895 i, Percent Paid: 93,676 Number of Copies of Single Issue Published Nearest to Filing Date September 12, 2016

- a Total number of copies: 4,829,68: b. Paid droubtion 1. Mailed Outside-County
- Mailed In-County Paid Subsortions Stated on PS Form 354:
 Paid Distribution Outside the Mails Including Sales Through Dealers and Carriers, Street
- Vendors, Counter Sales, and Other Paid Distribution Outside USPS: 668,377 4. Paid Distribution by Other
- USPS: 0
 c. Total Paid Distribution: 3,306,970
 d. Free or Nominal Rate Distribution:
 3. Free or Nominal Rate
 Outside-County Cooles Includ
- on PS Form 3541: 208,034 2. Free or Nominal Rate In-County Copies included
- on PS Form 3541: 0

 5. Free or Norminal Rate Copies
 Mailed at Other Classes
- free or Nominal Rate Distrition Outside the Mail: 8,47
 Total Free or Nominal rate Distribution: 216,505
- Distribution: 216,505 f. Total Distribution: 3,523,475 g. Copies not Distributed: 1,306,21 h. Total: 4,829,685
- Percent Paid: 93,995
 Publication of Statement of
 Ownership will be printed in the Or ober 17, 2016 issue of this publication
 Signature and date:
 Maria Backets, 970/16
- I certify that all information furnished on this format true and complete. I undestrated that engone sho furnishes fabor or mislaading information on this form or who certify information on the formation of the
- effect the delivery of your subscription to PECPLE for any nasson beyond our control, our bidgingtien is inheled to the resumption of your subscription when we are able to do so. If we email in unable to issume delivery widthin 24 calendar months from the date of interruption, we will have no further obligation under your linear or further obligation under your properties.

NOTICE TO SUBSCRIBERS

If You Used Apple Safari Or Internet Explorer Browsers, You Could Be Affected By A Class Action Settlement.

What Is This Lawsuit About?

A class action settlement has been reached in Re: Google Inc. Cookie Placement Consumer Privacy Littgation, Cass No. 23-MD-238 GLBR, Planniffs allege that, in violation of federal and state laws, Google placed third-party tracking cookies networkers that visited whoshies containing Google ads by circumventing browser settings that were set to block such cookies. Google denies all allegations of wrongsfrom.

The Settlement Agreement provides for substantial injunctive relief for Settlement Class Members, including assurances from Google regarding its remediation efforts. Google has also agreed to pay \$5.5 million to be distributed to various non-profit or educational institutions that agree to devote the finals to promote public awareness, research, and initiatives related to the security or privacy of Internet browsers.

Are You Affected?

If you used a Safari or Internet Explorer hrowser in 2011-2012, with the browser cockie sertings set, by default or by choice, either to accept only cookies from "vaisted" sizes or to block cockies from "finite parties and advertisers," and you visited a non-Google website that displayed ads from doublecities, the (Google's solverining servine) gervice, and a cookie from doublecities was placed on your browser as a result of that visit, you may be a Class Member.

What Are Your Rights And Options

A Class Member may request exclusion by sending a completed "Request for Exclusion" form to the Administrator postmarked by November 27, 2016. If you submit a timely Request for Exclusion you shall not be affected by the Settlement. Class Members that do not exclude themselves from the Settlement will be bound by its terms and will release any and all claims.

If you wish to comment or object in writing to any aspect of the proposed Settlement or to Class Counsel's request for atomeys' fees and expenses or incentive swards, you may do so by filing your comments or objections with the Court and sending them by U.S. Mail or email to the Parties no later than December 21, 2016.

When Is The Fairness Hearing?

The Court has scheduled a hearing at 1:00 pm on January 11, 2017, in the Courtroom of the Hosorable See L. Robiasson, Jogo of the U. S. D. C. Detract of Delaware, at J. Caleb Boggs Federal Baniding, 844 V. Nigs Stever, Rossian L. Caleb Boggs Federal Baniding, 844 V. Nigs Stever, Rossian Hosorable Delaware, at J. Caleb Boggs Federal Baniding, 844 V. Nigs Stever, Rossian Hosorable Boggs and Committee Court will consider if the Settlement should be granted final approval and Class Counsel's application for attempts fees and expenses and incentive awards should be approved. Atthough you may attend the hearing or send your own attorney at your own expense, you are not required to do.

Where Can I Get More Information?

This notice is a summary only. If you need further information, please view the Long Form Notice at http://scase.genic.com/grd or please contact Class Counsel, Brian R. Strange, Strange & Butler, LLP, 12100 Wilshire Blvd, Ste. 1900, Los Angeles, CA 90025; Stepten G. Grygiel, Silverman Thompson Slutien White, 201 N. Charles Street, Cabif Floor, Baltimore, MD 21201; and/or James Prickleton, Bartimus, Frickleton, and Robertson, P.C., 11150 Overbrook Road, Suite 200, Leawood, KS 6400.

PLEASE DO NOT CONTACT THE COURT.

http://cases.gcginc.com/ggl

EXHIBIT E

NOTICE OF CLASS ACTION SETTLEMENT

In re Google Inc. Cookie Placement Consumer Privacy Litigation, 12-MD-2358 (SLR)

United States District Court, District of Delaware

IMPORTANT: THIS NOTICE IS BEING PROVIDED BY COURT ORDER. PLEASE READ THIS ENTIRE NOTICE CAREFULLY. A SETTLEMENT REACHED WITH DEFENDANT GOOGLE INC. ("GOOGLE") IN A PENDING CLASS ACTION LITIGATION MAY AFFECT YOUR RIGHTS.

This Notice answers the following questions:

- 1. Why should I read this Notice?
- 2. What is a class action and who is involved?
- 3. What is the lawsuit about?
- 4. Who are the members of the Settlement Class?
- 5. What are the terms of the proposed settlement?
- 6. What are the important dates?
- 7. Who represents the Settlement Class and what are the associated attorneys' fees and expenses?
- 8. What are the reasons for the settlement?
- 9. What claims are being released?
- 10. Can I exclude myself from the settlement and release?
- 11. What is the settlement approval procedure and how can I make my views known?
- 12. Where can I get additional information?

1. WHY SHOULD I READ THIS NOTICE?

Your rights may be affected by a class action lawsuit, *In re Google Inc. Cookie Placement Consumer Privacy Litigation*. It was filed by the plaintiffs in United States District Court for the District of Delaware under Case No. 12-MD-2358 (SLR).

The purpose of this Notice is to provide important information to people in the United States who may be Class Members. You may be a Class Member if in 2011-2012 you used a Safari or Internet Explorer web browser with the browser cookie settings set, by default or by choice, either to accept cookies only from "visited" sites or to block cookies from "third parties and advertisers," and you visited a non-Google website that displayed ads from doubleclick.net (Google's advertising serving service), and a cookie from doubleclick.net was placed on your browser as a result of that visit.

This notice is also to inform you that: (1) a settlement of the Class Action (the "Settlement") with Google has been preliminarily approved by the court in Delaware; and (2) a hearing has been scheduled at 1:00 pm on January 11, 2017, in the Courtroom of the Honorable Sue L. Robinson, Judge of the United States District Court, District of Delaware. The Court is located at the J. Caleb Boggs Federal Building, 844 N. King Street, Room 4124, Unit 31, Wilmington, DE 19801-3568. The hearing is to consider the fairness and adequacy of the Settlement. The judge will also consider Class Counsel's request for attorneys' fees and expenses, and the incentive awards for the Representative Plaintiffs.

This settlement, if finally approved, will decide the litigation with respect to the Defendant ("Google") only and will be subject to any appeals. The litigation will continue with respect to the Non-Settling Defendants.

2. WHAT IS A CLASS ACTION AND WHO IS INVOLVED?

In a class action lawsuit, one or more people, called "Representative Plaintiffs" or "Named Plaintiffs" sue on behalf of people who have similar claims. The people together are called the "Class" or "Class Members." The Representative Plaintiffs, through Class Counsel, have reached the proposed Settlement with Google. The Court has allowed, or "certified," this to proceed as a class action solely for purposes of the Settlement, and all decisions that the Court makes concerning the Settlement will affect all of the Class Members.

3. WHAT IS THE LAWSUIT ABOUT?

Named Plaintiffs ("Plaintiffs") and other individuals filed complaints claiming that Google set cookies on Plaintiffs' Apple Safari or Microsoft Internet Explorer web browsers. They claim this is in conflict with the default cookie settings of such browsers and in violation of federal and state laws. These complaints were consolidated and transferred to the United States District Court for the District of Delaware. On June 21, 2016, Plaintiffs filed their Amended Class Action Complaint (the "Complaint") against Google and other parties ("Non-Settling Defendants").

Plaintiffs allege that Google installed third-party tracking cookies when Plaintiffs and Class Members visited a website containing an advertisement placed by Google. They allege that Google circumvented Apple Safari or Microsoft Internet Explorer web browser settings that blocked such cookies. Plaintiffs allege Google used those cookies to knowingly intercept and gain access to Plaintiffs' and Class Members' Internet communications and activity.

Google denies all allegations of wrongdoing, but has agreed to settle the case to avoid the uncertainties, expenses, and time of further litigation. Google believes that the placement of cookies was a legitimate, lawful, and permissible activity that fostered advertising effectiveness.

Counsel for the Plaintiffs believe they have a strong case on the merits and that a class would be certified for litigation purposes. Plaintiffs are prepared to seek class certification and present evidence that Google engaged in improper conduct, and that the Settlement Class was harmed as a result. Google is likewise prepared to mount a vigorous defense on numerous important questions, including whether the claims are legally viable; whether the case is properly subject to class certification for litigation purposes; and whether the Plaintiffs or members of the Settlement Class suffered any harm even assuming the truth of the allegations as pled.

The Settlement was reached only after many detailed arms-length negotiations conducted in good faith. On August 31, 2016, the Court granted preliminary approval of the settlement and certified the Settlement Class for the purposes of settlement only. It also appointed Plaintiffs Jose M. ("Josh") Bermudez, Nicholas Todd Heinrich, and Lynne Krause ("Plaintiffs"), as representatives of the Settlement Class, and Strange & Butler, LLP, Silverman Thompson Slutkin White, and Bartimus, Frickleton and Robertson, P.C., as Settlement Class Counsel. The Court ordered that this Notice be disseminated.

THIS NOTICE IS NOT AN EXPRESSION OF ANY OPINION BY THE COURT REGARDING THE MERITS OR LACK THEREOF OF ANY OF THE CLAIMS OR DEFENSES ASSERTED BY PLAINTIFFS OR DEFENDANT.

4. WHO ARE THE MEMBERS OF THE SETTLEMENT CLASS?

The Settlement Class consists of all persons in the United States of America who used the Apple Safari or Microsoft Internet Explorer web browsers and who visited a website from which Doubleclick.net (Google's advertising serving service) cookies were placed by the means alleged in the Complaint. The Complaint alleges that in 2011-2012, users of Apple Safari or Microsoft Internet Explorer web browsers that were set to accept cookies only from "visited" sites or to block all cookies from "third parties and advertisers" who visited a non-Google website containing an advertisement served by Doubleclick.net (Google's advertising serving service) and who did not already have a cookie from the Doubleclick.net domain would have received one as a result of this visit because of means employed by Google to set cookies under these circumstances.

IF YOU ARE A MEMBER OF THE SETTLEMENT CLASS, YOU WILL BE BOUND BY THIS SETTLEMENT. YOU MAY, BUT ARE NOT REQUIRED TO, APPEAR IN PERSON AT THE SETTLEMENT FAIRNESS HEARING, OR HAVE AN ATTORNEY APPEAR ON YOUR BEHALF, AND/OR SUBMIT COMMENTS REGARDING THE FAIRNESS, ADEQUACY, AND REASONABLENESS OF THE SETTLEMENT.

IF THE SETTLEMENT IS FINALLY APPROVED BY THE COURT, THE JUDGMENT WILL BIND ALL PERSONS IN THE SETTLEMENT CLASS. THEIR CLAIMS AGAINST GOOGLE AND GOOGLE RELATED PARTIES SHALL FOREVER BE RELEASED AND DISMISSED.

5. WHAT ARE THE TERMS OF THE PROPOSED SETTLEMENT?

In exchange for the release of claims of the Settlement Class Members, the Settlement Agreement provides for substantial injunctive and prospective relief for Settlement Class Members. Among these is Google taking steps designed to expire or delete, by modifying the cookie deletion date contained in each cookie, all third-party Google cookies that exist in the Safari Browser files for Safari Browsers. The parties agree that this action by Google is a practical, reasonable, and effective means of removing the cookies at issue. Google has also agreed to pay \$5.5 million into a settlement fund to be distributed to various non-profit and/or educational institutions. These institutions must agree to devote the funds to promote public

¹ This will not apply to Google "opt-out" cookies, which are cookies users can choose to accept that allow them to "opt-out" of Google's third-party cookies themselves. Therefore, those users would not want the "opt-out" cookies to be expired or deleted.

awareness and education, and/or to support research, development, and initiatives, related to the security and/or privacy of Internet browsers.

6. WHAT ARE THE IMPORTANT DATES AND DEADLINES TO ACT?

Opt-Out Deadline: November 27, 2016 Objection Deadline: December 21, 2016

Fairness Hearing: January 11, 2017 at 1:00 pm

7. WHO REPRESENTS THE SETTLEMENT CLASS AND WHAT ARE THE ASSOCIATED ATTORNEYS' FEES AND EXPENSES?

The Court has appointed, Jose M. ("Josh") Bermudez, Nicholas Todd Heinrich, and Lynne Krause as the Settlement Class Representatives. It has appointed Strange & Butler, LLP, Silverman Thompson Slutkin White, and Bartimus, Frickleton, and Robertson, P.C. as Class Counsel for the Settlement Class.

Class Counsel have been prosecuting this litigation on a contingency fee basis (that is, without compensation) while advancing litigation expenses. In advance of the Fairness Hearing, Class Counsel will ask the Court for attorneys' fees and litigation costs/expenses in the amount of up to \$2,500,000 to be paid from the Settlement Fund. Google has agreed not to oppose this request. Class Counsel will also apply to the Court for incentive awards for the Settlement Class Representatives in the amount of up to \$1000 each, to be paid from the Settlement Fund. Google has also agreed not to oppose this motion. All such reimbursements will be subject to approval by the Court. Settlement Class Members are not personally responsible for any attorneys' fees, expenses, or incentive awards. Class counsel's attorneys' fees and expenses and Settlement Class Representatives' incentive awards are to be paid from the Settlement Fund in an amount authorized by the Court. Settlement Class Members are not personally responsible for payment of any attorney's fees, unless they hire their own attorney to represent them in this case.

8. WHAT ARE THE REASONS FOR THE SETTLEMENT?

Class Counsel have thoroughly investigated the facts and circumstances relevant to the claims at issue in the litigation. Class Counsel have also considered the expense and length of time necessary to prosecute the litigation through trial and any appeals, the uncertainties associated with the outcome of any litigation including this one, and the benefits provided by the proposed Settlement. Based upon their investigation and evaluation of the claims and defenses, Class Counsel have concluded that it is in the best interests of the Settlement Class to resolve the claims against Google on the terms outlined in this document.

9. WHAT CLAIMS ARE BEING RELEASED?

If the Settlement Agreement is approved by the Court, each Settlement Class Member will release and dismiss Google, and its past, present, and future parents, divisions, subsidiaries, partnerships, affiliates, and other related entities (whether or not they are wholly owned), together with the directors, officers, employees, agents, insurers, reinsurers and attorneys of any of them (but not including any of the other Defendants named in the Consolidated Amended Complaint, or any of their past, present and future parents, divisions, subsidiaries, partnerships, affiliates and other related entities (whether or not wholly owned), together with their directors, officers, employees, agents, insurers, reinsurers and attorneys), from any and all potential or actual matters, claims, demands, rights, liabilities, losses, obligations, duties, actions,

potential actions, and causes of action of any kind whatsoever, whether at common law, pursuant to statute, ordinance, or regulation, in equity or otherwise, which any Class Member has or might have, known or unknown, including Unknown Claims, defined below, of any kind whatsoever prior to the Effective Date and that Plaintiffs alleged or could have alleged in the Complaint against Google or that otherwise are based on or relate to, wholly or partially, the facts and circumstances Plaintiffs alleged in the Complaint's claims against Google.

Without limiting the generality of the foregoing description of Released Claims, the Class Members may hereafter discover facts in addition to or different from those that any of them now knows or believes to be true with respect to the facts, circumstances and import of Plaintiffs' Complaint's claims against Google. However, the Class Members fully, finally, and forever settle and release any and all claims set forth in this Paragraph, known or unknown, suspected or unsuspected, contingent or non-contingent, whether or not concealed or hidden, that now exist, or heretofore have existed upon any theory of law or equity now existing or coming into existence in the future, including, but not limited to, conduct that is negligent, reckless, intentional, with or without malice, or a breach of any duty, law, or rule, without regard to the subsequent discovery or existence of such different or additional facts. The Class Members acknowledge that the inclusion of such "Unknown Claims" in the Agreement was separately bargained for and was a key element of the Agreement.

By the definition of Released Claims set forth above, the Class Members hereby intend expressly to waive the provisions, rights, and benefits of any state law or rule that seeks to or does preserve known or unknown claims that would otherwise be released by this Settlement Agreement, including California Civil Code § 1542, which provides:

A GENERAL RELEASE DOES NOT EXTEND TO CLAIMS WHICH THE CREDITOR DOES NOT KNOW OR SUSPECT TO EXIST IN HIS FAVOR AT THE TIME OF EXECUTING THE RELEASE, WHICH IF KNOWN BY HIM MUST HAVE MATERIALLY AFFECTED HIS SETTLEMENT WITH THE DEBTOR.

The Named Plaintiffs and Class Members expressly waive any and all provisions, rights, and benefits conferred by any law of any state or territory of the United States, or of any other nation that is similar, comparable, or equivalent to California Civil Code § 1542.

10. CAN I EXCLUDE MYSELF FROM THE SETTLEMENT AND RELEASE?

A Class Member may request exclusion from the Class up until the Opt-Out Deadline (see Paragraph 6 above). To request exclusion, the Class Member must complete, sign, and mail the "Request for Exclusion" form attached to this notice to the Settlement Administrator. The Request for Exclusion must be signed by the Class Member seeking exclusion under penalty of perjury. The Request for Exclusion must be postmarked on or before the Opt-Out Deadline. Any Person who submits a valid and timely Request for Exclusion shall not be entitled to relief under, and shall not be affected by, the settlement or any relief provided by the settlement. The parties to the settlement will have the right to challenge the timeliness and validity of any Request for Exclusion, in which case the Court will determine whether any contested exclusion request is valid. Class Members that do not follow the steps to be excluded from the settlement will be bound by the settlement and will release any and all claims as set forth in Paragraph 9, above.

11. WHAT IS THE SETTLEMENT APPROVAL PROCEDURE AND HOW CAN I MAKE MY VIEWS KNOWN?

The Court has scheduled a hearing at 1:00 pm on January 11, 2017, in the Courtroom of the Honorable Sue L. Robinson, Judge of the United States District Court, District of Delaware. The Court is located at J. Caleb Boggs Federal Building, 844 N. King Street, Room 4124, Unit 31, Wilmington, DE 19801-3568.

At this hearing, the Court will consider, among other matters, whether the Settlement should be granted final approval as fair, adequate and reasonable, and in the best interests of Settlement Class Members. It will also consider Class Counsel's application for attorneys' fees and expenses and incentive awards for the Representative Plaintiffs. Although you may attend the hearing in person or through your own attorney at your own expense, you are not required to do so. If you wish to comment in writing in support or in opposition to any aspect of the proposed Settlement or to Class Counsel's request for attorneys' fees and expenses or incentive awards for the Representative Plaintiffs, you may do so by filing your written comments or objections with the Court. Send them by U.S. Mail or email (including ECF service) to (1) Brian R. Strange, Strange & Butler, LLP, 12100 Wilshire Blvd., Ste. 1900, Los Angeles, CA 90025; Stephen G. Grygiel, Silverman Thompson Slutkin White, 201 N. Charles Street, 26th Floor, Baltimore, MD 21201; and/or James P. Frickleton, Bartimus, Frickleton, and Robertson, P.C., 11150 Overbrook Road, Suite 200, Leawood, KS 66211, and (2) Michael Rubin, Wilson Sonsini Goodrich & Rosati, One Market Plaza, Spear Tower, Suite 3300, San Francisco, CA 94105. They must be postmarked, faxed, or delivered (or served by ECF) on or before December 21, 2016. The Court will not be able to give much consideration to general comments lacking detail, for example, a submission simply stating, "I object" or "I support the Settlement" will not provide enough information to the Court or Parties. Your submission must also include your name and current address, a statement that you are a Settlement Class Member, and the case caption.

12. WHERE CAN I GET ADDITIONAL INFORMATION?

This notice only contains a summary of the proposed Settlement. You may appear in person during regular business hours at the Clerk's office of the United States District Court, District of Delaware. The office is located at 844 North King St Unit 18, Wilmington, DE 19801-3570. You can also review online the entire Settlement Agreement, as well as the pleadings, records and other papers on file with the Court.

If you need further information, please contact Class Counsel, Brian R. Strange, Strange & Butler, LLP, 12100 Wilshire Blvd., Ste. 1900, Los Angeles, CA 90025; Stephen G. Grygiel, Silverman Thompson Slutkin White, 201 N. Charles Street, 26th Floor, Baltimore, MD 21201; and/or James P. Frickleton, Bartimus, Frickleton, and Robertson, P.C., 11150 Overbrook Road, Suite 200, Leawood, KS 66211.

PLEASE DO NOT CONTACT THE COURT WITH QUESTIONS.

REQUEST FOR EXCLUSION FORM

THIS REQUEST MAY AFFECT YOUR LEGAL RIGHTS.

In re Google Inc. Cookie Placement Consumer Privacy Litigation, United States District Court, District of Delaware, Case No. 12-MD-2358 (SLR)

If you do not want to participate in the settlement and wish to exclude yourself from the Class, that is, to "OPT-OUT" of this settlement, then you must complete this Request for Exclusion, sign under penalty of perjury, date and mail the Form to the address below. You must submit this Form, postmarked no later than November 27, 2016.

By electing to "OPT-OUT" of the settlement (i) you will <u>not</u> share in any benefits from the settlement, (ii) you will <u>not</u> be bound by any further orders or judgment entered for or against the Class, and (iii) you will remain able to independently pursue any claims alleged in this action, against Google Inc., by filing your own lawsuit at your own expense.

"I hereby opt-out of the Class and request to be excluded from the settlement in *In re Google Inc. Cookie Placement Consumer Privacy Litigation*, United States District Court, District of Delaware, Case No. 12-MD-2358 (SLR)."

Name:	
Address:	
City:	State: ZIP:
I declare under penalty of perjury under the laws of the State ofcorrect.	that the foregoing is true and
Signature of the Claimant: Date	e:
	/ /

Mail completed and signed Request for Exclusion to:
In re Google Inc. Cookie Placement Settlement Administrator
c/o GCG
PO Box 10320
Dublin, OH 43017-5920

EXHIBIT F

REQUEST FOR EXCLUSION FORM

THIS REQUEST MAY AFFECT YOUR LEGAL RIGHTS.

In re Google Inc. Cookie Placement Consumer Privacy Litigation, United States District Court, District of Delaware, Case No. 12-MD-2358 (SLR)

If you do not want to participate in the settlement and wish to exclude yourself from the Class, that is, to "OPT-OUT" of this settlement, then you must complete this Request for Exclusion, sign under penalty of perjury, date and mail the Form to the address below. You must submit this Form, postmarked no later than November 27, 2016.

By electing to "OPT-OUT" of the settlement (i) you will <u>not</u> share in any benefits from the settlement, (ii) you will <u>not</u> be bound by any further orders or judgment entered for or against the Class, and (iii) you will remain able to independently pursue any claims alleged in this action, against Google Inc., by filing your own lawsuit at your own expense.

"I hereby opt-out of the Class and request to be excluded from the settlement in *In re Google Inc. Cookie Placement Consumer Privacy Litigation*, United States District Court, District of Delaware, Case No. 12-MD-2358 (SLR)."

Name:		
Address:		
City:	State:	ZIP:
I declare under penalty of perjury under the laws of the State ofcorrect.	that the fo	oregoing is true and
Signature of the Claimant: Date:		

Mail completed and signed Request for Exclusion to:
In re Google Inc. Cookie Placement Settlement Administrator
c/o GCG
PO Box 10320
Dublin, OH 43017-5920

EXHIBIT G

IN RE GOOGLE INC COOKIE PLACEMENT CONSUMER PRIVACY LITIGATION EXCLUSION REQUESTS

GCG ID NO.	CLASS MEMBER NAME	UNTIMELY	UNSIGNED
B4E535D02C	AKIKO DUNN		
C395C9BF85	ALAN LANSING		
609F01BCE3	ALEKSANDR Y SHINKAREV		
5004E9094B	ALESIA JACKSON		
D8576D76A5	ANDREY SHLOMOVICH		
A918648630	ANITRA MURPHY		
1113BDD2E6	BRADDOCK BUCK DEANGELO		
0A5BDF6236	BRYAN MURPHY		
F6CEEFE734	CAMERON CORNELISON		
59E7A68549	CHARLES E RICHARDSON		Х
2C3D6535C6	CHARLES JACKLIN		
7457060D41	CHARLES RICHARDSON		
2D675464D7	CHRISTOPHER GALBRAITH		
34904D73FB	CODY THOMSON-ESQUER	Х	
7D1F2D7B47	DEANGELO BRADDOCK		
F16BF035C1	DOREEN M CAOUETTE		
04AED75C43	DWAYNE HAWKINS-LODGE		
CAD886200A	EMANUEL HAJEK		
EBCCE4518F	GARY RICHARDSON		
C111B7C04C	GEROD GREEN		
DC5A7CED01	GLENDA JOHNSON		
485D8F69EA	GLENNA O'DELL		
97A52D8C4A	JAMES COBB		
37D5FC861D	JAMES L NELSON JR		
9E12FA2824	JAMES WALTON		
1B3A58CE36	JENNIFER SIMONIAN		
18C456CD80	JESSICA BROWN		
8A3F6127C0	JESSICA BROWN		
C5179FA632	JESSICA BROWN		
E623AA70EB	KAREN FENNESSEY		
264767730C	KIN WAH KUNG		
344DC93545	MARIA ZAPOLSKI		
4E38C388EC	MARINA SHLOMOVICH		
AD69E16E0C	MARY REPINE		
4E248D3080	MICHAEL BROWN		
D5F1F7F5C4	MICHAEL BROWN		

IN RE GOOGLE INC COOKIE PLACEMENT CONSUMER PRIVACY LITIGATION EXCLUSION REQUESTS

GCG ID NO.	CLASS MEMBER NAME	UNTIMELY	UNSIGNED
A89FE75E77	MICHELLE SHLOMOVICH		
E86A9EB8A0	MOHAMAD HAKKANI		
22A8716654	PETRA HAYEK		
6F6B6BCB5A	PHYLLIS BYRD		
603EFF417A	RACHELLE REESE		
E52A4866E2	RICHARD HAYEK		
CF4B00E930	RONY YARDEN		
91F80D4144	SHARD MASON		
2F35BB7580	SHERONDA WILLIAMS		
2C50A485E7	SMITH TRATICA		
BC9C044FF3	SONJI LANGFORD		
6BE7BD15DD	STEPHANIE WARD		
D2791B6886	TODD DORDAN		
8E8E55C18E	TRATICA SMITH		
E2D29C8163	UNITA FAY MITCHELL		Х